



“What’s Your Share of Maureen’s Millions?”

£2.3million prize promotion

Daz is offering everyone a chance to pick up a share of Maureen’s Millions. Every promotional pack of Daz will contain either a £1 or 50p coupon redeemable against your next purchase of Daz, or a £5 coupon redeemable against your weekly shop – giving you the best value out of everyday life.

But who is Maureen? And how did she save all that cash?

Maureen McGrath is life long resident and local gossip of the Daz soap opera ‘Cleaner Close’. Cleaner Close is the location for the Effie award winning series of adverts which features characters who regularly find themselves in less than white situations.

The latest instalment in the Cleaner Close saga opens in a solicitor’s office where we learn the sad news that Maureen McGrath has passed away. Friends and family of Maureen listen as the will reveals a shocking secret - Maureen McGrath had been a secret saver amassing a staggering fortune of £2.3million!!

Whilst revelling in the surprise discovery that Maureen was a multi-millionairess, we learn that the beneficiary of Maureen’s money is neither family nor friend. Maureen bequeathed her entire fortune to her beloved Daz – the washing powder that offers outstanding cleaning, especially on whites, and great value for money. Maureen loved her Daz and felt great loyalty to the laundry detergent that helped get her family’s clothes clean and was always fantastic value. And as Daz always stands by its word of giving great value to its consumers, Daz has decided to divide Maureen’s millions between every promotional pack – making everyone a winner!

Maureen wasn’t born with a silver spoon in her mouth and she didn’t win the lottery, so how did she save all that cash?

Maureen believed in the importance of value on everyday items and grew her riches by insisting on the best value for money throughout her life. Maureen was always looking for ways to save a quid or two here and there and her simple money-saving ideas paid off in the end.

Pop along to any local supermarket during November and December and look out for promotional packs of Daz to claim a share!

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For further information or photography please contact:

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The soap you can believe in